

Agenda: September 16, 2004

To: Regional Transportation Commission – Transportation Policy Workshop  
From: Linda Wilshusen, Executive Director  
RE: Public Information Program for Measure J: The Transportation Sales Tax Measure Expenditure Plan

---

## RECOMMENDATIONS

Staff recommends that the Regional Transportation Commission:

1. Accept the response from County Counsel (to be handed out at meeting) to the press release from the Campaign for Sensible Transportation – No on J ([Attachment 1](#));
  2. Accept the text of the public information mailer on Measure J ([Attachment 2](#)) to be sent to all households and businesses countywide and to select community groups (already in production); and
  3. Approve the text of the public information mailer to be mailed to voters on Measure J ([Attachment 3](#)).
- 

## BACKGROUND

At its August 19, 2004 Transportation Policy Workshop, the Regional Transportation Commission (RTC) approved a workplan and budget for a program to inform the public about the Expenditure Plan and Local Transportation Sales Tax Measure on the November 2004 ballot. A revised workplan and budget was approved at the September 2nd Commission meeting which called for a second mailer to be sent to local voters in lieu of a series of small ads in newspapers; inserts in weekly publications; and planning for a post election poll.

The motion approving a revised workplan included a provision to return to the Commission with the content of both bilingual public information mailers: one to households with registered voters and the other to all county households and businesses and to the list of community groups maintained by the Commission. During discussion of the item, it was expressly understood that since the more comprehensive mailer to all households, businesses and community groups will already be well into production by the next Commission meeting, it would be brought back to the Commission as an “information only” item. Concerns about the Commission’s public information program on Measure J were raised by the Campaign for Sensible Transportation – No on J group regarding the content, timing and distribution of materials. County Counsel is preparing a written response to these concerns.

## **DISCUSSION**

Commissioners delegated to work with staff on the public information program, Commissioners Beautz and Pirie and Commission Alternate Quintanilla, have all participated in the review and editing of both of the bilingual mailers (Attachments 2 and 3). The first mailer has also been reviewed by County Counsel and their input incorporated into the text. The second mailer is currently undergoing legal review.

The first mailer (Attachment 2) will be sent to all households, businesses and a list of community groups maintained by the Commission. It will be a 4 page, 8 ½" x 11," 2-color mailer. This more comprehensive piece will also be used as a handout at speaking engagements and replaces the original fact sheet on the tax measure (Attachment 4). (This first mailer is already in production and is provided to the Commission as information only.)

The second mailer (Attachment 3) will be sent to households with voters and is scheduled to be mailed in mid-October to reach both ongoing and newly registered voters. This 2-color piece will be much smaller, either a two sided 8 ½" x 11" sheet or a large postcard. This second mailer is being provided to the Commission for approval of the text.

County Counsel was also consulted regarding concerns about a mailing sent only to voters and a mailing that would be sent with fewer than 29 days before an election. There do not appear to be legal constraints in either of these areas. A written response to these concerns is being drafted and will be handed out at the meeting.

## **SUMMARY**

A public information effort for the November 2004 Transportation Sales Tax Measure, Measure J, was approved by the Commission on August 19, 2004 and revised on September 2, 2004. As directed, staff is returning to the Commission with the text of mailers that are part of this public information effort. A response by County Counsel addressing concerns raised about the public information program for Measure J is being drafted and will be handed out at the meeting.

### Attachments:

1. Press Release from Campaign for Sensible Transportation – No on J
2. Final Text of First Mailer – to All Households, Businesses and Select Community Groups
3. Draft Text of Second Mailer – to Households with Registered Voters
4. Measure J Fact Sheet from July 2004

Prepared by: Tegan Speiser